

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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THIRD CONSECUTIVE RECORD YEAR

FOR MAJOR HOME APPLIANCES

CHICAGO -- Over 45 million major appliances were shipped in 1986, beating the previous record set in 1985 by more than 3.2 million units, reports the Association of Home Appliance Manufacturers (AHAM).

1986 was the third consecutive record year for the industry, with shipments 7.8% greater than the previous year. Exceptionally strong shipments in the fourth quarter, up 11.3%, drove year-end shipments to exceed the industry's forecast made as late as August.

December and fourth-quarter shipments also hit record highs of 3.6 million and nearly 11.3 million units respectively, again surpassing the previous records established in 1985 for these periods.

Four major appliances set new annual records in 1986.

- * 12.4 million microwave ovens accounted for over one-fourth of all 1986 appliance shipments and the largest annual shipment in history of any major appliance product. Shipments increased by 14.3% over the record set in 1985.
- * 5.8 million automatic washers exceeded the previous record set one year earlier.
- * 4.2 million food disposers also surpassed their 1985 shipment record.

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- * 3.9 million dishwashers broke the reign of a 13-year record established in 1973.

1986 was a winning year in several more ways.

- * Monthly shipments hit all-time highs in every month except March, May and November, which were second-best months respectively.
- * Every calendar quarter reached record shipment levels -- 10.2 million, 11.7 million, 11.7 million and nearly 11.3 million units respectively.

1986 ended on a strong note with December and fourth-quarter figures showing double-digit increases for all home appliance categories except food preservation equipment.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
December, 1986

	DECEMBER			CALENDAR YEAR TO DATE			CALENDAR QUARTER		
	1986	1985	% Change	1986	1985	% Change	1986	1985	% Change
ALL MAJOR APPLIANCES*	3,608.9	2,984.7	20.9%	45,071.9	41,797.2	7.8%	11,260.1	10,117.3	11.3%
COOKING - TOTAL	1,454.8	1,110.1	31.1%	15,578.2	13,820.5	12.7%	4,419.0	3,934.5	12.3%
ELECTRIC RANGES - TOTAL	283.1	255.3	10.9%	3,318.2	3,141.7	5.6%	885.8	836.1	5.9%
Free Standing	227.4	213.0	6.8%	2,720.5	2,567.5	6.0%	720.4	686.7	4.9%
Built-in	55.6	42.3	31.4%	597.7	574.2	4.1%	165.4	149.4	10.7%
MICROWAVE OVENS/RANGES**	1,166.3	871.3	36.4%	12,444.4	10,883.0	14.3%	3,581.6	3,151.6	13.6%
HOME LAUNDRY - TOTAL	841.3	702.2	19.8%	10,009.3	9,192.1	8.9%	2,660.4	2,396.1	11.0%
AUTOMATIC WASHERS	484.7	389.1	24.6%	5,764.8	5,278.5	9.2%	1,494.6	1,322.2	13.0%
DRYERS - TOTAL	356.6	313.1	13.9%	4,244.7	3,913.5	8.5%	1,165.9	1,073.8	8.6%
Electric	276.7	244.9	13.0%	3,308.7	3,079.8	7.4%	897.5	834.9	7.5%
Gas	79.8	68.1	17.2%	936.0	833.7	12.3%	268.4	238.9	12.3%
KITCHEN CLEAN UP - TOTAL	694.2	613.3	13.2%	8,380.9	7,857.9	6.7%	2,198.1	1,998.8	10.1%
DISPOSERS	337.6	303.4	11.3%	4,268.6	4,105.3	4.0%	1,088.7	1,001.9	8.7%
DISHWASHERS - TOTAL	337.5	293.8	14.9%	3,918.2	3,575.4	9.6%	1,054.0	948.5	11.1%
Built-in	311.1	267.1	16.5%	3,662.7	3,327.2	10.1%	975.3	875.0	11.5%
Portable	26.4	26.7	-1.1%	255.4	248.2	2.9%	78.8	73.5	7.2%
COMPACTORS	19.1	16.2	17.9%	194.2	177.2	9.6%	55.4	46.5	19.1%
FOOD PRESERVATION - TOTAL	506.7	472.3	7.3%	7,732.8	7,316.4	5.7%	1,732.7	1,632.3	6.2%
REFRIGERATORS	434.3	397.6	9.2%	6,510.4	6,080.5	7.1%	1,493.7	1,391.0	7.4%
FREEZERS - TOTAL	72.4	74.7	-3.1%	1,222.2	1,235.8	-1.1%	239.0	241.3	-1.0%
Chest	41.6	38.9	6.9%	661.1	634.2	4.2%	132.8	124.1	7.0%
Upright	30.8	35.8	-14.0%	561.2	601.6	-6.7%	106.2	117.2	-9.4%
HOME COMFORT - TOTAL	112.0	86.7	29.2%	3,370.9	3,610.3	-6.6%	249.8	157.8	58.5%
ROOM AIR CONDITIONERS	92.4	76.7	20.5%	2,815.7	3,021.9	-6.8%	209.1	140.0	49.4%
DEHUMIDIFIERS	19.6	10.0	96.0%	555.3	588.4	-5.6%	40.7	17.6	131.3%
GAS RANGES***	182.5	157.6	15.8%	1,961.5	1,828.4	7.3%	537.7	505.6	6.3%

* Numbers do not add because of overlapping product categories.

** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.

*** Source: GAMA. Not included in cooking total or total shipments.